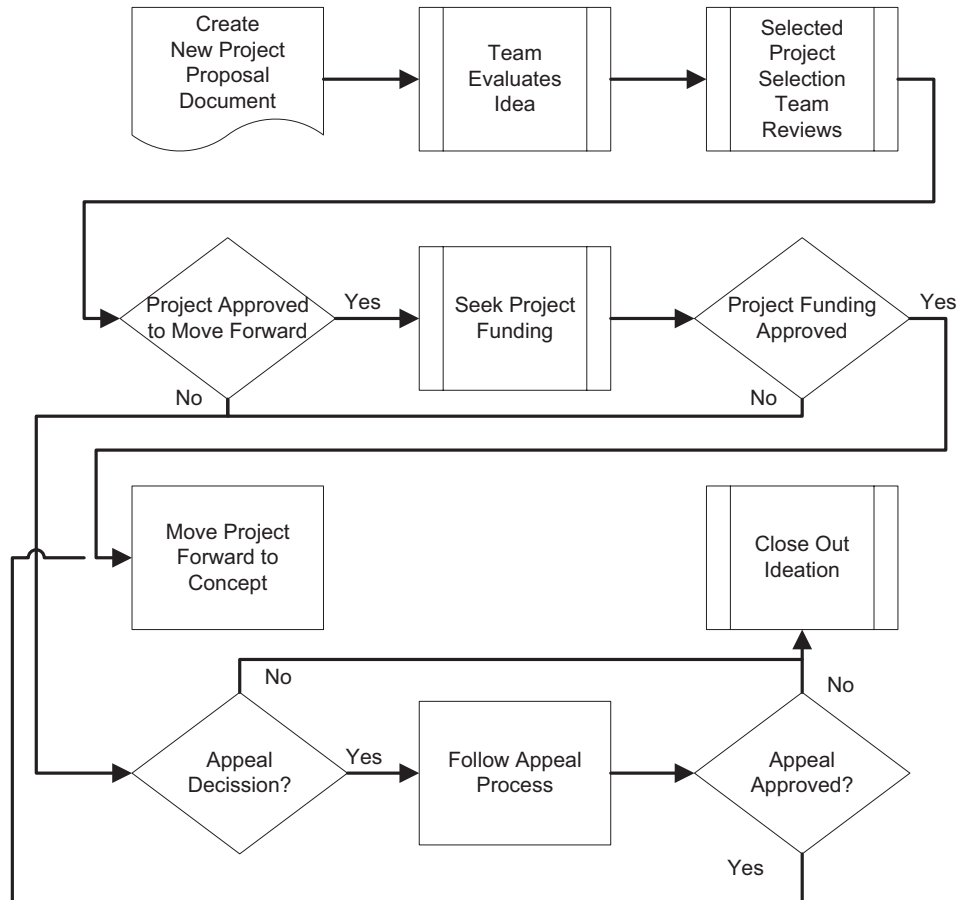


Introduction

The main objective of the ideation phase is to give us the opportunity to evaluate a New Project Idea. The phase allows us to provide an orderly and efficient approach to suggesting, reviewing, and judging the merit of a new project idea before significant resources are committed to an official project, allowing us to ensure resources are allocated to only worthwhile projects.

Task Breakouts



Participants

Project Requestor, Project Sponsor(s), Business Executive Champion. In some cases, the business may elect to have a project manager engaged in this process.